



WLWK
787 Lombardi Ave
Green Bay, WI 54304

Mike Gallagher for Wisconsin-R
1911 N Ft Myer Dr
Ste 400
Arlington, VA 20009

Contract # 2667333

Schedule Dates 10/21/16-10/25/16
Advertiser Mike Gallagher for Wisconsin-R (110738)
Agency Strategic Media Services (8287)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 94/121/2354 (871440)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name Ben, Rheault,
Phone/Fax /
CPE 94/121/2354
Account Types National/Political Candidate Agency BRD
Billing Type Standard
Comments Candidate CHRISTIAN CAMBEIRO

Date Entered 10/20/16
Last Modified 10/20/16
Entered By Elizabeth Bragstad
CO-OP No
Headline # ECR25337296
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$2,943.75
Net Total \$16,681.25
Sales Tax

Green Bay (WLWK)	Spots	Rate
By Broadcast Month		
Oct. 2016	36	\$19,625.00
Grand Total:	36	\$19,625.00

Shops news spots,
adds a spot in Wheel

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / News (1)	10/21/16-10/21/16	2	:30	7A- News-Good Day Wisconsin 7a						2			2	\$750.00	\$1,500.00	Green Bay (WLWK)	GOOD DAY W7-8A<	10/20/16
2.0	Normal Line / News (1)	10/24/16-10/24/16	2	:30	7A- News-Good Day Wisconsin 7a									2	\$750.00	\$1,500.00	Green Bay (WLWK)	GOOD DAY W7-8A<	10/20/16
3.0	Normal Line / News (1)	10/25/16-10/25/16	2	:30	7A- News-Good Day Wisconsin 7a			2						2	\$750.00	\$1,500.00	Green Bay (WLWK)	GOOD DAY W7-8A<	10/20/16
4.0	Normal Line / News (3)	10/21/16-10/21/16	2	:30	8A- News-Good Day Wisconsin 8a						2			2	\$550.00	\$1,100.00	Green Bay (WLWK)	GOOD DAY W8-9A<	10/20/16
5.0	Normal Line / News (3)	10/24/16-10/24/16	2	:30	8A- News-Good Day Wisconsin 8a									2	\$550.00	\$1,100.00	Green Bay (WLWK)	GOOD DAY W8-9A<	10/20/16
6.0	Normal Line / News (3)	10/25/16-10/25/16	2	:30	8A- News-Good Day Wisconsin 8a			2						2	\$550.00	\$1,100.00	Green Bay (WLWK)	GOOD DAY W8-9A<	10/20/16
7.0	Normal Line / News (6)	10/21/16-10/21/16	2	:30	5P- News-FOX 11 News at Five						1			1	\$700.00	\$700.00	Green Bay (WLWK)	FOX 11 NEWS-5<	10/20/16
8.0	Revised Line (RevL) / News (6)	10/25/16-10/25/16	2	:30	5P- News-FOX 11 News at Five									1	\$700.00	\$700.00	Green Bay (WLWK)	FOX 11 NEWS-5<	10/20/16
Est 8.0	Unapproved (RevL) on credit hold / News	10/25/16-10/25/16	2	:30	5P- News-FOX 11 News at Five			2						2	\$700.00	\$1,400.00	Green Bay (WLWK)	FOX 11 NEWS-5<	10/21/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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9.0	Normal Line / News (7)	10/21/16-10/21/16	3	:30	9P- News-FOX 11 News at Nine							2		2	\$700.00	\$1,400.00	Green Bay (WLWK)	LATE NEWS	10/20/16
10.0	Normal Line / News (7)	10/22/16-10/22/16	3	:30	9P- News-FOX 11 News at Nine							2			\$700.00		Green Bay (WLWK)	LATE NEWS	10/20/16
10.0.1	Closed Preempt (7)	10/22/16															Green Bay (WLWK)	Program Change/Exception - Football	
10.0.2	Closed Preempt (7)	10/22/16															Green Bay (WLWK)	Program Change/Exception - Football	
11.0	Normal Line / News (7)	10/23/16-10/23/16	3	:30	9P- News-FOX 11 News at Nine							2		2	\$700.00	\$1,400.00	Green Bay (WLWK)	LATE NEWS	10/20/16
12.0	Normal Line / News (7)	10/24/16-10/24/16	3	:30	9P- News-FOX 11 News at Nine							2		2	\$700.00	\$1,400.00	Green Bay (WLWK)	LATE NEWS	10/20/16
13.0	Normal Line / News (7)	10/25/16-10/25/16	3	:30	9P- News-FOX 11 News at Nine							2			\$700.00		Green Bay (WLWK)	LATE NEWS	10/20/16
13.0.1	Closed Preempt (7)	10/25/16															Green Bay (WLWK)	Program Change/Exception - new is late due to MLB V/S	
13.0.2	Closed Preempt (7)	10/25/16															Green Bay (WLWK)	Program Change/Exception - new is late due to MLB V/S	

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14.0	Normal Line / News (9)	10/21/16-10/21/16	4	:30	10P- News-FOX 11 News at Ten						1			1	\$175.00	\$175.00	Green Bay (WLWK)	NEWS AT 10	10/20/16
15.0	Revised Line (Rev'd) / News (9)	10/25/16-10/25/16	4	:30	10P- News-FOX 11 News at Ten			1						1	\$175.00	\$175.00	Green Bay (WLWK)	NEWS AT 10	10/20/16
Est 15.0	Unapproved (Rev'd) on credit hold / News	10/24/16-10/24/16	4	:30	10P- News-FOX 11 News at Ten			1						1	\$175.00	\$175.00	Green Bay (WLWK)	NEWS AT 10	10/21/16
16.0	Normal Line / SPOT (10)	10/21/16-10/21/16	3	:30	9A- Live with Kelly						1			1	\$225.00	\$225.00	Green Bay (WLWK)	LIVE WITH KELLY<	10/20/16
17.0	Normal Line / SPOT (10)	10/24/16-10/24/16	3	:30	9A- Live with Kelly			1						1	\$225.00	\$225.00	Green Bay (WLWK)	LIVE WITH KELLY<	10/20/16
18.0	Normal Line / SPOT (10)	10/25/16-10/25/16	3	:30	9A- Live with Kelly			1						1	\$225.00	\$225.00	Green Bay (WLWK)	LIVE WITH KELLY<	10/20/16
19.0	Normal Line / SPOT (11)	10/21/16-10/21/16	3	:30	3P- Ellen DeGeneres						1			1	\$150.00	\$150.00	Green Bay (WLWK)	ELLEN<	10/20/16
20.0	Normal Line / SPOT (11)	10/24/16-10/24/16	3	:30	3P- Ellen DeGeneres			2						2	\$150.00	\$300.00	Green Bay (WLWK)	ELLEN<	10/20/16
21.0	Normal Line / SPOT (11)	10/25/16-10/25/16	3	:30	3P- Ellen DeGeneres			1						1	\$150.00	\$150.00	Green Bay (WLWK)	ELLEN<	10/20/16
22.0	Normal Line / SPOT (12)	10/21/16-10/21/16	3	:30	6P- Jeopardy						1			1	\$600.00	\$600.00	Green Bay (WLWK)	JEOPARDY<	10/20/16
23.0	Normal Line / SPOT (12)	10/24/16-10/24/16	3	:30	6P- Jeopardy			1						1	\$600.00	\$600.00	Green Bay (WLWK)	JEOPARDY<	10/20/16
24.0	Normal Line / SPOT (12)	10/25/16-10/25/16	3	:30	6P- Jeopardy			1						1	\$600.00	\$600.00	Green Bay (WLWK)	JEOPARDY<	10/20/16

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Comments Candidate CHRISTIAN CAMBEIRO

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Package Deal

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Net Total \$16,681.25

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Green Bay (WLWK)

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Est 25.0	Unapproved (NewL) on credit hold / News	10/21/16-10/21/16	2	:30	5P- News-FOX 11 News at Five	1					1			1	\$700.00	\$700.00	Green Bay (WLWK)	FOX 11 NEWS-5<	10/21/16
Est 26.0	Unapproved (NewL) on credit hold / SPOT	10/24/16-10/24/16	3	:30	6-30P- Wheel of Fortune	1								1	\$650.00	\$650.00	Green Bay (WLWK)	WHEEL	10/21/16
Est 27.0	Unapproved (NewL) on credit hold / News	10/24/16-10/24/16	2	:30	6A- News-Good Day Wisconsin 6a	1								1	\$750.00	\$750.00	Green Bay (WLWK)	GOODD AY WI	10/21/16
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:		Accepted-Station:		Date:		Comments:											

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: <u>WLWK Green Bay WI</u>	Date: <u>10-20-16</u>
--	-----------------------

I, Neil Williams,

being/on behalf of: Mike Gallagher,

a legally qualified candidate of the Republican

political party for the office of: Congress (WI-08)

in the Primary

election to be held on: 8/9/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Attach proposed schedule with charges (if available)

I represent that the payment for the above described broadcast time has been furnished by:

Mike Gallagher for Wisconsin

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Paul Kilgore

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

6/3/16

Date

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Neil Williams

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

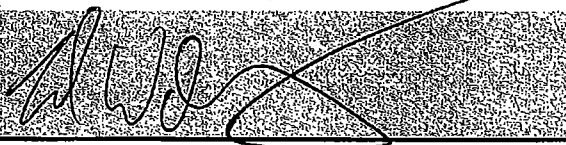
☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Neil Williams

printed name

6/3/16

date